Menlo Park District Council Meeting Minutes

Friday, May 3, 2019

Approved June 7, 2019

In attendance:

Janelle McCombs, Erik Burmeister, Carrie Chen, Sharon Burns, Liliana Perazich, Sara Teeple, Sarah Sobel, Christa West, Vidya Kagan, David Ackerman, Sharon Schick, Patty Lopez-Jaramillo, Caroline Bowers, Ahmad Sheikholeslami, Azadeh Rasmussen, Sara Teeple, Ellen Kraska, Christa West, Willy Haug, Kristen Gracia, Jenny Buddin, Ken Schieble, Katie Rottier, Carolyn Kreiger, Eunice Cardenas, Debi Rice, Ellen Kraska

The meeting was called to order at 8:52am by Janelle McCombs, District Council President.

Approval of March 1, 2019 Meeting Minutes

Janelle McCombs motioned to approve the March 1, 2019 minutes. Azadeh Rasmussen seconded the motion. All voted in favor. Motion passed.

Treasurer's Report — Sharon Schick, District Council Treasurer

- Payment was made in the amount of $9,650 for rebranding the One Community Campaign
- The Community Campaign budget has been depleted
- The District Council audit from 8/31/18-1/31/19 has been completed with auditor
- District Council insurance renewal is in process
- Budget planning for next year is almost complete. Have been working with committee chairs on anticipated budgets needed for One Community Campaign, Speaker Series and Recognition Awards.
- Note: For One Community Campaign budget as part of MOU: Section 14B: MPAEF will contribute $4,000, Member PTOs contribute $1,000 each for a total of $8,000. To address the cash flow concerns of PTOs, the MPAEF will fund costs of the Community Campaign (at the direction of the Steering Committee) up to the full $8,000, which the MPAEF will pay to the District Council prior to May 31, 2019, The MPAEF will then deduct $1,000 per PTO from the second disbursement of the PTO allocations. Please alert school PTOs.
- PTO Treasurers to be reminded that Statement of Information, Form SI-100, may be due by June 30, 2019. This statement must be filed every other year. PTO Treasurers should know this but please check with Sharon if anyone has questions.

6-Month Audit Report — Patty Lopez-Jaramillo, District Council Auditor

- Audit has been completed for 8/31/18-1/31/19
- Risks identified during the previous audit were mitigated quickly
- No issues were identified on this last audit
- Receipts: $5,500
- Disbursements: $1,000

- Janelle thanked Patty for the new processes put in place

Recognition Chair Update — Sara Teeple, Recognition Chairperson

- Sara provided a list of all of the award recipients. She still needs list for Hillview
- Announcement of award recipients will run in school newsletters next weekend, 5/12/19 and 5/19/19.
- PTOs Presidents to notify recipients this week before it runs in newsletters. Suggested a small gift and handwritten note of congratulations and invitation to the awards luncheon to be acknowledged.
- Sara will revise the Recognition Awards guidelines to streamline for the future.

District Council 2019-2020 Proposed Slate — Caroline Bowers, District Council Parliamentarian

The nominating committee has been hard at work since January and we have a great team lined up for next year. We will conduct the official vote this morning.

All positions run for a one-year term, August 1, 2019 through July 31, 2020 unless noted

Proposed District Council Officers

- President: Azadeh Rasmussen
- Secretary/Parliamentarian: Julia Molise
- Treasurer/Administrator: Sharon Schick (returning)
- Auditor: Patty Lopez-Jaramillo (returning)

Board Positions vote

Erik Burmeister motioned to approve the 2019-2020 proposed slate. Liliana Perazich seconded the motion. All voted in favor. Motion passed.

Proposed District Council Administrative Chairs

- One Community Campaign Co-chairs: Janelle McCombs & Ben Wang
  * Effective immediately, May 3, 2019 - July 31, 2020 (this position would generally run for an 18-month term from January 1 through July 31 of the following year)*
- Programming Chair / Speaker Series Co-chairs: Christa West & Vidya Kagan (both returning)
- Recognition Chair: Caryn Wasserstein
- Community News Chair: Marianne Badawi

Administrative Chairs vote

Liliana Perazich motioned to approve the 2019-2020 proposed slate. Sarah Sobel seconded the motion. All voted in favor. Motion passed.

Superintendent Update & Q&A: Erik Burmeister, MPCSD Superintendent

Erik Burmeister expressed gratitude for all of the work done so far this year.

Financial Overview provided and request for support and help

- Wants to build a sustainable financial future for MPCSD. This includes:
    - Definition of "Fully Funded"
    - Compensation Philosopjy
    - MPAEF Annual Grant
    - One Community Campaign
    - Future Parcel Tax & Bond
    - Endowment Vision 2030
- On Tuesday, 5/7/19, Mr. Burmeister will present to the Board what our district would look like if it were fully funded, the vision of the education we would provide
- California is in bottom quartile of all states in education funding. Therefore that is the lens through which the state defines the level of quality.
- More information can be found in the the Foundation Webinar (1.5 hours presentation and Q&A)
- Compensation philosophy: We've been having meaningful conversations around this. MPCSD wants to be a leader. Need to communicate what the value is to the community and redefine satisfactory compensation to increase quality and expectation.
- We must sustain our efforts to maintain and increase funding
- The MPAEF is increasing its ask from $1500 to $1750 per student. This is still meaningfully less than our neighboring basic aid school districts except for Palo Alto which stays at $1500 (PA includes K-12 and lots of corporate philanthropy)
    - The per student ask will also include $250 for a total annual ask of $2000 per student
    - The MPAEF fundraising percentage increase has declined over time
    - Next year, MPAEF fundraising goal will be $4,000,000, an increase of approx $300,000 over this year.
    - Erik is hopeful that the One Community Campaign will drive the increase
    - Logo, energy and marketing will be visible soon
    - Erik asking all District Council members to be positive ambassadors for this effort
    - We have done everything possible to do this right
- Future parcel tax and bonds
    - We are in negotiations with teachers to provide them with a contract raise that shortens our runway by half. We currently have a 4-year runway that aligns with the sunset of measure X. This would be a 2 year runway that will require us to go out for a parcel tax in the not distant future. It would repeal and replace Measure X.
    - Possibility of going out for a bond would be for facilities. Possibility to add classrooms at Hillview, Safety and Security and Energy efficiencies
- This Spring and Summer, a group will assemble to envision what it would like to grow our endowment

- Endowment is currently $4,500,000 and the hope is to build that over the next 10 years to $50,000,000. MPCDS hopes to tap into the opportunity for developers and philanthropic families in the community to contribute

Shutterfly: For the last 2 years, Erik has been discouraging the use of Shutterfly as a MPCSD communication tool. He will not allow the District to use it anymore because it is a photo sharing company that uses our data to sell us things. It is not compliant with school district security (FERPA & COPPA compliance).

- SeeSaw, Living Tree have been being used as alternatives
- The Communications Committee has been looking at other tools, which we will pilot next year: ie. Parent Square and Bloomz

Principals will discuss parent engagement in their guided question today

Chief Operations Officer; Hot Lunch Update: Ahmad Sheikholeslami, MPCSD Chief Business Officer

Hot Lunch Program

- National Food & Lunch program provides $115-120K per year to MPCSD. We must be in compliance with state requirements to receive these funds. This program provides equitable lunches to all students.
- The Hot lunch program is completely volunteer driven and is cost neutral. Money doesn't come from the District general fund. Funding comes from two sources: National Food & Lunch progam and families' payment for lunches
- Debi Rice was hired and now oversees the lunch program, she liaises with vendors and National Food & Lunch and manages volunteers
- The question is how to proceed and rely less on volunteers.
- Azadeh Rasmussen: Thank you for bringing the topic to the DC. Is MPCSD open to hiring for these roles?
- Kristen Gracia: Acknowledged that the hot lunch chair job and recruiting volunteers is too much to ask. Oak Knoll now runs two shifts and they tap their yard duty volunteers to help supervise that the hot lunch volunteers are there and they know what to do. Oak Knoll Yard duty is paid through the PTO to call volunteers to get them to sign up. PTO has budgeted $500 for this and this has helped to alleviate pressure on hot lunch coordinators
- Liliana Perazich: Hillview is looking into piggy-backing on Oak Knoll's program
- Eunice Cardenas: Advised that Laura Wigs is the Encinal hot lunch chair and incoming PTO president.
- Ahmad Sheikholeslami advised that there is a small amount of District money that could be allocated to hire/extend someone (ie. yard duty) to pay to work on this at school sites.
- Ellen Kraska: Assistant Principal advised that yard duty & instructional aid is being utilized for hot lunch at Laurel.
- Erik Burmeister tabled the conversation. The topic has been elevated and the options should continue to be discussed. No matter what we do, we will always need volunteers for hot lunch.
- Email Debi Rice & cc. Ahmad Sheikholeslami with ideas and questions

School Board Update — David Ackerman, MPCSD School Board President

Board is focused on teacher compensation and contracts for next year

- Implementing a new evaluation system
- It is possible we might start the school year without a contract in place; this is not unusual. We used to start the year in arrears. It will work out fine
- Fact: We need to be paying the teachers what they need to work within an hour of where they live
- People going into education; the quality is declining as evidenced by SAT/Education institutions. More than 50% of people taking teacher exam (ie. Praxis) nationwide failed the exam. This will dramatically affect the quality of education over time. This trend is of state and nationwide importance and needs to be reversed.
- As funding has increased for school districts, the money has been spent in other ways (ie. class size reduction).
- Hillview Mary Poppins production made David so proud. That we are able to give our kids that opportunity was inspiring.

Community Campaign Update — Caryn Wasserstein & Kathy Orciuoli, Community Campaign Co-Coordinators

Caryn & Kathy were not in attendance.

Janelle McCombs spoke

- Keep your eyes open for all that's about to come from the One Community Campaign (OCC)
- Thank you to Jenny Buddin for leading the MOU

Liliana Perazich spoke

- Advised that volunteer training will be May 30th in the Design Studio @ 8:45
- MPAEF will also have a Board meeting that day
- There will be another OCC training meeting on Monday before the Luau
- Please come to training even if you just want to learn more
- Sarah, Lil & Francie will be leading the training charge

MPAEF Update - Katie Rottier & Astor Toyos, MPAEF Co-Presidents

One Community Campaign (OCC): Sneak peak will be presented at District Council meeting on June 7th

Foundation overall

- 102.5% of fundraising for the year
- On track for goal of presenting $3.7M to the District
- Will give an extra $67,000 because auction Fund-a-need was so successful
- Endowment letters went out to 5th and 8th grade families
- Donor roll: MPAEF May 1st newsletter went out and included donor roll

- Auction: $410,000 was raised, which is about the same amount as last year
- Fund a need: $117,600 (26% growth over last year's $93,000!)

School house rocks on May 19th

- Online registration ends on 5/14. No race day registration this year.
- You can still come to the festival, but no T-shirts, etc. will be avaialble
- Goal is 1,700 registrations
- Family sponsorship still available
- Spirit Day will be on May 10th. Need volunteers at each site for lunchtime activities.

Taste of Santa Cruz Wine Walk is on June 1st downtown on Santa Cruz Avenue

School Principal Updates

Guided Question: HIghlight something you have done at your site around Parent engagement....30 secs or less!

Laurel -- Ellen Kraska, Assistant Principal

Happy to move away from Shutterfly

Panorama survey revealed that 73% of families feel connected. We are looking for more ways to improve communication.

- Spotlight on the Squirrels: Parents want glimpses into student and learning experiences
- Most success with SeeSaw. So far, 22K+ items uploaded. 37K+ total parent visit to SeeSaw and likes

Oak Knoll -- Kristen Gracia, Principal

- We redefined what PTO means on our campus. We want everyone to feel connected and then volunteering is secondary.
- Panorama data showed 95% of parents feel at least somewhat connected, 70% feel quite or very connected, which is an increase from the past
- Jenny Buddin has done an amazing job of community building. Added morning classroom visits, coffees and we have a high level of communication. People are feeling connected and it feels really good.

Encinal — Sharon Burns, Principal

- Piggy backed on the positivity of communication tools. Although the Living Tree pilot at Encinal over-promised and under-delivered so we will not be using it going forward.
- A benefit of Living Tree is that the Principal can see every teacher's newsletter. Having one tool for this is an improvement but this tool a bit clunky.
- We must fill the void with another tool. Another power of the tool is the ability to send communications to any distinct group. The new tool will have additional services ie. electronic field trip signatures and a translation tool built in
- Ideas being circulated to pilot are Bloomz.com and Parentsquare.com

Hillview — Willy Haug, Principal

Parent engagement caters to these areas:

- Community Events
    - Luau
    - Fall Family Picnic
- Transitions
    - Incoming 5th Grade (Spring, Fall, Special Ed and New Family
    - Outgoing 8th grade to High school (M-A, TIDE)
- Interest
    - Profile
    - Technology (Tech night)
    - Vaping, e-cigarettes
- By Program
    - I3 Info Night
    - College Bound (in EPA)
    - Music potluck
    - Play cast parties
    - STEM Fair

Looking to move to one platform for communication.

Next District Council Meeting: Friday, June 7, 2019, 8:45 a.m., TERC A&B

Topics will cover:

- MPAEF OCC sneak peak
- Christa & Vidya will announce speakers for next year in June
- Transition meeting

Thank you to MPAEF for providing snacks for this meeting.
June snack -- Laurel

Janelle McCombs adjourned the meeting at 10:35 a.m.